



# WHAT IS INTELLECTUAL PROPERTY?

## Intellectual Property....

**Intellectual Property is a term that refers to an original creation/design/idea that belongs to a person or group of people**  
*e.g. films, songs, books, designs, etc*

The owner of a particular piece of IP has control over how their work is used and can expect to be rewarded for its use. This means that anyone who has a new creative or innovative idea then has the right to benefit from it

Films are full of original ideas and creations; from the storyline to costumes to special effects, all of these are examples of IP and take hours of work to create.

## There are four main types of IP....

### Design

Registered designs protect the appearance of a product or logo, this can be anything from the design of a chair to a costume in a film.

### Copyright

Whenever you write or record an original idea, it is automatically protected by copyright. For instance, a film script or photograph.

### Trade mark

Trade marks can be words or logos and are used to show customers who created a good or service.

### Patent

Patents protect what makes things work – like a 3D camera or the mechanisms that make a robot move.



**WHAT IT TAKES TO  
MAKE A FILM...**

A producer selects a film idea





The producer then has to find the money to start developing the idea into a film script



A script writer creates the script



More investment then needs to be secured to start preparing for filming. This requires hiring a big team of people including a production designer, editor, director of photography, head of costume, the location team, financiers, insurers to name but a few.








Before filming can start, storyboard artists must plan every shot in the film, set designers and the special effects team then plan how to bring the storyboard to life

Filming begins. Hundreds of people are needed to make a film set work including camera operators, lighting and sound operators, actors and make up artists

Once filming has finished, editing begins. Sound, digital effects and titles are added. The producer needs to find a distributor to sell the film to cinemas

Marketing, advertising and events teams work to tell people about the film and put on premieres around the world





Once a film has had its run in a cinema, it can then be sold onto other venues such as planes or turned into a video game